



# Nevada WIC



## Vendor Training

# What is WIC?

The Women, Infants and Children (WIC) program is a federally funded supplemental nutrition program that teaches good nutrition and provides healthy foods.

WIC offers:

- Nutrition Education
- Breastfeeding Support
- Referrals to Other Services (immunizations, food banks)
- Vouchers for Healthy Foods



# Who Qualifies for WIC?

Clients must meet all 4 eligibility criteria

1. Household income guidelines
2. Be a pregnant or postpartum (6 months-1 year after delivery) woman, or infant/child under age 5
3. Have a medical or nutritional risk factor
4. Live in an area served by WIC



# Authorized Foods

Nevada WIC Participants receive their foods on Electronic Benefit Transfer Cards (EBT)

Each Participant is given a food package tailored to their category and nutritional needs

Participants are only allowed to receive the foods listed in their package

Only foods Authorized by the Nevada WIC Programs are allowed

# Changes to the Food Package

- All Whole Grain package sizes have been changed to **16 ounces only**
- Frozen and Canned Fruits and Vegetables are now approved
- Added Beechnut Infant Cereals
- Cereal and Juice additions

# Additions to the Food Package

- Beechnut Infant cereals have been added
- Malt O Meal and Mom's Best cereals have been added
- Langer's and Juicy Juice products have been added
- A list of approved items can be found on the Nevada WIC Webpage

# Milk

## Allowed:

- Least Expensive Brand

Whole (3.5%), Reduced (2%), low fat (1%)  
or skim (non-fat)

- Women & Children over 2 years of age will receive a reduced fat milk.

The participants EBT card will only allow the appropriate milk to be purchased by the participant.

## Not Allowed:

- Highest Price
- No Flavored Milk
- No Buttermilk
- No “Organic” Milk



# Cheese -16oz Package Only

## Allowed:

- Processed American
- Cheddar
- Colby
- Longhorn Style
- Mozzarella (Reg or String)
- Jack

Blocked, Sliced or Mixed

Regular, Low Fat, Reduced Fat, or Fat Free

Package size MUST be 16 ounces

## Not Allowed:

- No import
- No Deli Cut to Order
- No Shredded
- No Organic
- No Cheese Food, Product, or Spread
- No Flavored Cheese
- No Individually wrapped slices





# Eggs – Least Expensive

## Allowed:

- Packages of one dozen
- Least Expensive Brand Available
- Large size only Grade AA
- White Chicken Eggs
- Substitution Allowed of Medium if Large are unavailable
- Hard boiled eggs will remain authorized for participants that have inadequate storage/cooking.



## Not Allowed:

- No specialty: Organic, Omega 3
- Packages larger or smaller than one dozen

# Cereal

## Allowed:

- Only brands and flavors listed on the food brochure
- Package size 12-oz or Larger for Cold Cereals
- Package size 11.8 oz or Larger for Hot Cereals
- Additional brands and flavors have been added

***Can't exceed the total ounces issued***

## Not Allowed:

- Other Cereal brands not Listed on Cashier Card



# Juices

## Allowed:

- Only brands and flavors listed on the food brochure
- 100% Juice Only
- Unsweetened
- Participants are required to purchase the juice containers as it is entered on their EBT cards. Some food packages only allow 11.5 or 12 ounce frozen or “pourable” concentrate.
- **Least Expensive brand available Orange Juice and Pineapple (must contain at least 120% of the Daily Value of Vitamin C per 8oz. Serving)**

*Can't exceed the total ounces issued*

## Not Allowed:

- No juice “drinks” or cocktails
- No other additives
- No Nectar, or Ade



# Juices

New juices added this year:

- Juicy Juice- Shelf Stable and Pourable

Grape, Cherry, Berry Punch, White Grape, Kiwi Strawberry, Apple Raspberry, Orange Tangerine, and Strawberry Banana.

- Langers- Shelf Stable and Pourable

Red Grape Juice, White Grape Juice, Apple Juice, Orange Juice, Spring Blend, Summer Blend, Autumn Blend, and Winter Blend

# Peanut Butter/Beans

## Peanut Butter

### Allowed

- 16-18 oz size
- **Any Brand**
- Creamy or Chunky



### Not Allowed

- No Added Jelly, Jam, or Honey
- No Reduced Fat or Peanut Spread
- **NO ORGANIC**



## Beans, Peas and Lentils

### Allowed

- Any Brand
- Any type of dry bean, pea, or lentil

### Not Allowed

- No Seasonings Added
- No Soup Mixes
- No Bulk
- **NO ORGANIC**



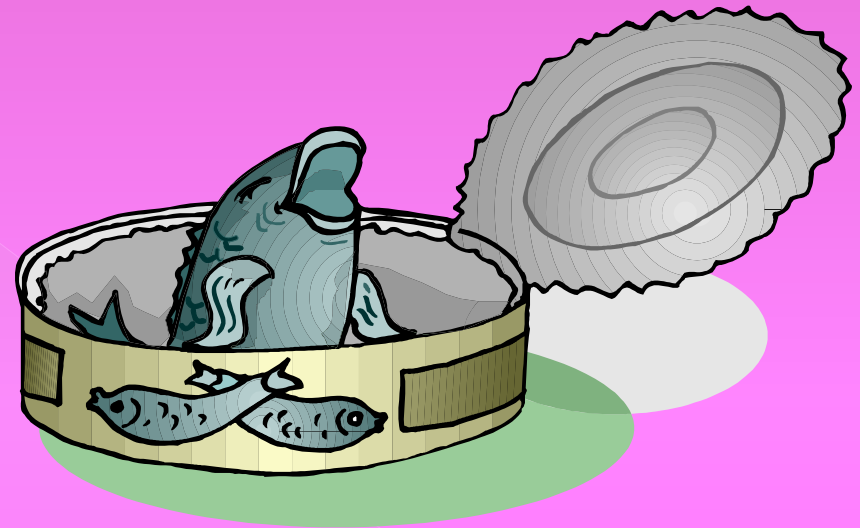
# Tuna Fish

## Allowed

- Any brand, 5oz can or larger
- Must be Light Tuna
- Packed in water

## Not Allowed

- Albacore
- No Fancy
- Oil packed
- No Low Sodium or “Diet”
- No Solid
- Flavored/Seasoned
- Pouches or filets



# Canned Sardines

## ALLOWED

- ♥ ANY BRAND
- ♥ 3.75 OUNCE CAN OR LARGER
- ♥ PACKED IN WATER, OIL, MUSTARD OR KETCHUP

## NOT ALLOWED

- ♥ NO ADDED SEASONINGS





# Baby Foods

## Fruits and Vegetables

### ALLOWED

- Single fruits or combinations of fruits
- Single vegetables or combination of vegetables
- Stage or Step 2 ONLY
- 3.5 ounce or 4 ounce jars only

### NOT ALLOWED

- DHA
- Organic
- Desserts, Yogurts, Medley's, Added Cereal, Soups, Stews, Pastas, Added Sugar, Starches, or Salt





# Baby Foods

## Meats

### ALLOWED

Meat or Poultry  
(broth or gravy OK)  
Stage or Step 1 or 2

2.5 ounce Jar



### NOT ALLOWED

Organic

DHA

Dinners, Food Combinations, Added Sugars.  
Starches, Salt, Stews or Pastas



# Formula

## Exactly What Is Listed on Participant Shopping List

- Only the approved formula will scan through EBT
- No Substitutions
- No Rain checks



# Whole Grain Breads

- ❖ **Any Brand**
- ❖ No Organic
- ❖ No Light Bread
- ❖ 16 ounce packages only
- ❖ **Whole grain must be the first ingredient listed on the packaging**
- ❖ No Buns or Rolls
- ❖ Must be a loaf of bread



# Whole Grain Substitutions

**Participants are allowed to substitute brown rice or whole wheat and corn tortillas with their whole grain prescription on an equal weight basis.**

# Whole Grain Brown Rice

Participants are allowed to purchase brown rice in a 16 ounce bag or box.

- ❑ Instant, Quick or Regular Cook Time
- ❑ Short or Long Grain

**NO** Organic

**NO** Bulk

**NO** Ready to Serve

**NO** Boil in a Bag





# Whole Grain Tortillas

- Whole Wheat or Corn Only
- 16 ounce packages
- **A whole grain must be listed as the first ingredient**

**NO Organic**



# Tofu and Soy Beverage

The WIC Program now includes Tofu and Soy Beverage as WIC eligible items.

## Tofu

### **Azumaya or House Premium Brand**

Plain, calcium-set tofu, which is: firm or medium, refrigerated, water packed only



## Soy Beverage

### **Pacific Ultra Soy, Plain or Vanilla shelf stable**

Quart size (32 oz container)

### **8th Continent Soymilk, original**

Half Gallon (64oz container)



# Fruits and Vegetables

WIC Participants will receive a monthly dollar amount (\$6.00, \$10.00 or \$20.00) based on their food package. This amount will be on their EBT cards and is to be used only for fresh, canned or frozen fruits and vegetables. The EBT system will have a code for you to enter fruits and vegetables.





# Fruits and Vegetables

## Allowable

Any variety of fresh whole or cut fruit and vegetables, except white potatoes.

Orange yams and sweet potatoes are allowed.

Prepackaged bags of fruits and/or vegetables are allowed as long as they do not have sauces or extras included.

**ORGANIC** is allowed



# Fruits and Vegetables -NEW

## Allowable

### Canned and Frozen Fruits and Vegetables.

#### ○ Canned

- > Any brand, size and type of container.
- > Packed in water or juice without added sugar.
- > Natural or Unsweetened applesauce.
- > Tomatoes or tomato products (whole, crushed, diced, paste, or purees)
- > Sweet potatoes or yams without added sugar.
- > Regular or low sodium vegetables.
- > Organic

#### ○ Frozen

- > Any brand, size and type of container.
- > Any variety without added sugars or sauces.
- > Sweet potatoes or yams without added sugar.
- > Organic



# Fruits and Vegetables -NEW

## Not Allowed

### ⦿ Canned

- > Fruit packed in syrup (heavy, light, or extra light).
- > Fruit cocktail, cranberry sauce, or pie filling.
- > Fruit with added sugar, salt, fats, oils, or artificial sweeteners (Splenda, NutraSweet, etc).
- > Vegetable mixtures with potatoes.
- > Vegetables with added fats or oils.
- > Vegetables that are pickled, creamed, or in sauce.
- > Tomato products with added sugar, fats, or oils.



# Fruits and Vegetables -NEW

## Not Allowed

### ⦿ Frozen

- > Fruits with added sugar, added ingredients, or artificial ingredients.
- > Any potatoes or potato mixtures.
- > Breaded or flavored vegetables.
- > Vegetables with sauce (cheese, butter, teriyaki, etc).
- > Vegetables with added sugar, oil, fat, pasta, rice, or any other ingredient.
- > **No french fries, tater tots, hash browns, or mashed potatoes.**



# Fruits and Vegetables

**Not Allowed:**

NO dried.

*NO breaded vegetables, no fruits and vegetables from the salad bar, no fruit baskets, no party vegetable trays, and no ornamental or decorative fruits or vegetables such as chili peppers on a string, garlic on a string, gourds or painted pumpkins.*





# Fruits and Vegetables CVB

**Participants will be allowed to pay the difference between the CVB amount and the actual purchase amount of the fruit and vegetable products with their own funds (such as, cash, credit card, personal check or SNAP benefits).**

# Fruits and Vegetables CVB

## Processing Fruits and Vegetables

When ringing up **canned or frozen** fruits or vegetables, **DO NOT** use the generic PLU currently in place for fresh fruits and vegetables.

Scan the UPC through the WIC POS machine as you would other products. Not all canned and frozen fruits and vegetables are approved based on added ingredients.

Participants are not allowed to purchase canned or frozen fruits or vegetables with added sugars, fats, or oils. Some examples of added sugars are:

Corn Syrup

High Fructose Corn Syrup

Maltose

Dextrose

Sucrose

Honey

Maple Syrup

# Reminders For Cashiers

WIC purchases are tax exempt.

**DO NOT** give change, cash, refunds, or rain checks.

Participants are allowed to pay the difference for fruit and vegetable purchases that exceed the allowable cash value amount on their EBT card.

Allow only authorized WIC Foods.

You **must** accept coupons if presented.





# Reminders For Cashiers

If you receive an error after scanning an item that you know is a WIC item, be sure to contact the State office so the UPC code can be added to the database.

Always have the participant swipe their EBT card at the beginning of each transaction. **Do not manually enter the participants card number.**

Any information that you learn about a customer or client during a WIC transaction must be kept confidential.

**NEVER** enter the participants PIN number for them.



# Reminders For Cashiers

The state WIC office is mandated to refer discrimination complaints based on race, color, national origin, sex age, or disability to the Office of Civil Rights, United States Department of Agriculture.

Always refer to your Authorized WIC Foods Card. Stores are required to have the current card at each register equipped to complete WIC EBT transactions.

Participants must purchase Least Expensive brands when specified for certain products.



# Reminders For Cashiers



At least one WIC Lane must be open at all times

Participants are NOT required to buy the store brand unless the store brand meets the “Least Expensive” requirement for eggs, milk, orange juice or pineapple juice.

Be sure to check that the formula on the shelves has not expired. Selling expired formula to a participant is a violation.

# Reminders For Cashiers

All stores are required to meet the minimum stock requirements at all times

If specific WIC items are needed to fulfill WIC participant's prescriptions, you will be notified by the State Agency of which items from the WIC Approved Food List you must stock within 48 hours.

You can find helpful information about the Nevada WIC Program requirements at:

[http://health.nv.gov/WIC\\_VendorInfo.htm](http://health.nv.gov/WIC_VendorInfo.htm)

Nevada WIC will have a listing of all WIC Approved UPC's online beginning October 1, 2010.

# Vendor Tools

Food Brochure  
Cashier Cards  
EBT Training Manual  
EBT Training Video  
Vendor Manual  
WIC Approved Labels



State Web Page

<http://health.nv.gov/WIC.htm>



# Important Points to Ponder

## Changes & Substitutions-

WIC participants must buy only those food items listed on the WIC Authorized Foods list. If an item or brand other than what is printed on your "AUTHORIZED WIC FOODS LIST" is presented, refuse the item and ask the customer to go back and get the correct item.

## Courtesy

Treat WIC customers the same as other customers. WIC Participants may not be discriminated against because they are on WIC. WIC customers must be able to shop at your store during any of the store's regular hours. **Remember for each WIC dollar spent, WIC participants will spend an additional 3 to 4 dollars in cash or food stamps in your store.**



# Coupons

**If coupons or other promotional specials are provided, these must be given to WIC participants also. We encourage WIC participants to utilize coupons, vendor club cards, sales and every available means to reduce food costs so additional participants may be served by the WIC Program.**

# Processing Coupons

## To process a store or manufacturer's coupon:

- Ring up the WIC purchase like you normally would
- Press F1 (Total), this will bring up a screen which asks for the coupon UPC.
- Scan, or Manually enter the UPC for the coupon.



- Enter the value of the coupon.
- Repeat this process if the Participant has more than one coupon.
- Once all coupons have been entered, complete the purchase as normal.



## **To process a store special or discount such as 2 for 1 offers or Buy 1 get 1 ½ off:**

For this example we will use milk that is being sold as 2 for \$3.98:

- Ring up both gallons of milk at regular price (\$2.29). This will give you a total on milk of \$4.58.
- Finish ringing up the entire WIC purchase, then press the F1 (Total) button. This will bring you to the screen which asks for the coupon UPC.

- Enter any number between 4 and 6 digits (It is suggested you create a consistent UPC for store discounts for your own tracking purposes.
- Press the Green “Enter” button. This will bring you to the screen asking for the amount of the coupon.
- Enter the difference between the regular price of the milk and the discounted price, in this case \$0.60.

- Press the Green “Enter” Button
- After all coupons have been entered, press the F1 (Total) key again.
- A confirmation receipt will print, if this is correct, press F1 (Yes) to complete the transaction.



# Returns

**WIC foods may not be returned for cash. It is important to remember to write “WIC” across each receipt as the transactions are completed. Then, if a customer attempts to return WIC purchased items, they may be refused.**

**In either case, if a return is allowed or refused, please report the incident to the local WIC clinic for action.**

# Compliance Issues

We receive complaints on a daily basis from clinics and participants regarding issues at local vendors.

We also have secret shoppers completing routine compliance buys. Here are some common issues we are currently seeing or hearing about.



# Compliance Issues

Vendors are refusing to allow participants to use store discount or club cards. They are telling participants they are not eligible because they are on the WIC Program. This is discrimination.



# Compliance Issues

Participants are purchasing jarred baby foods that are not WIC Approved.

When a participant brings 15 jars of baby food to the register, you must scan each jar. We are finding that cashiers are counting the number of jars and entering the number into the POS machine and scanning 1 UPC code allowing participants to purchase Mac N Cheese and Chicken and Rice etc.

We have also witnessed cashiers coming across a jar of infant food that will not scan, so they will scan one that will and give the participant the jar of unapproved food.

State Agency staff have experienced both of the above scenarios more than once.

# Compliance Issues

**Cashiers are not Registered Dietitians.**

**Cashiers are not to give nutrition advice.**

You must scan every item that a participant brings to the register. You are not expected to know every item that is available, however you cannot just tell a participant no because you do not think it is WIC Approved. Scan the item and if it does not go through, tell the participant what the error message is.

On several occasions participants have been told they cannot purchase items that are WIC Approved. Some reasons for that are: Cashier did not know it was WIC Approved and did not even try to scan it, the participant did not have enough ounces left on their card, it was the size they were trying to purchase not the brand.

# Customer Service

**Treat WIC shoppers with courtesy & respect**

- Contact WIC via phone or complaint card with any concerns

**Carson City Office: (775) 684-5942**

**Las Vegas Office: (702) 486-8101**

**ITCN: (775) 355-5210**

**JP Morgan EBT  
1-800-266-1033**

**1-800-NEV-WIC**  
(1-800-863-8942)